GOVERNMENT OF INDIA
HEALTH AND FAMILY WELFARE
LOK SABHA

UNSTARRED QUESTION NO:3314
ANSWERED ON:05.08.2016
Awareness Programme on Immunisation
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Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

(a) whether the Government has formulated any plan to spread awareness about the current immunization programme;

(b) if so, the details thereof;

(c) whether the Government has organized any training programme for health workers engaged in immunization programme, if so, the details thereof; and

(d) the other steps taken by the Government for wide coverage of current immunization programme in the country?

Answer

ANSWER
THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND
FAMILY WELFARE
(SHRI FAGGAN SINGH KULASTE)
(a): Yes. Government has a plan to spread awareness which is integral part of Universal Immunization programme (UIP).
(b): Government of India has recently launched on 14th July 2016 audio-visual aids featuring celebrity Amitabh Bachchan about importance of routine immunization.
In addition during Mission Indradhanush the print media, electronic media, mid media like Newspaper advertisement, Banners, Posters, Hoardings, Standees, Panels, Info kit, Danglers, Leaflet, Bookmarks, and Event collaterals, Interviews/chat shows/panel discussions with news channels Television commercials, Radio Spots, were used. The interpersonal communication, facebook, twitter, hash tags etc. were also extensively used to create awareness about immunization programme.

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(c): Yes Government has organised training programme for health worker in immunization programme. This is a two day training workshop for the health worker.
In addition, Health workers are also trained regularly in vaccine, cold chain handling in Universal immunization programme (UIP).
(d): The Universal Immunization Programme is being implemented across the country. However, the progress had been slow and per Rapid Survey of Children (2012-13) 65% children in India receive all vaccines during their first year of life. To rapidly increase immunization coverage three rounds of Mission Indradhanush was observed from April 2015 in 497 districts of the country and 208.3 lakh children were vaccinated of which 54.5 lakhs children were fully vaccinated. In addition to 55.4 lakh pregnant women were vaccinated against tetanus toxoid.
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